

# PLAYER VALUE STUDY

## UNDERSTANDING THE VALUE THAT GAMING AND GAMBLING ACTIVITIES BRING TO PLAYERS

Leger is launching the first wave of the annual Player Value Tracking Study including an Index and Player Segmentation based on value.



This new specialized study will focus on what factors impact value for players across five key gaming dimensions: **lottery, sports betting, casino gambling, online gambling and video/social gaming/eSports**. Leger will derive how the value that players get from participating leads to playing behaviours such as frequency and spending. Organizations can use it to **understand** what **drives player value** post-COVID and understand the size of the player segments so they can respond to **changing behaviours** and inform their **planning decisions**.

Our **Player Value Index and segmentation will capture** functional, social, monetary and psychological factors, including the experience of winning and losing, routine play, pace of play, relevance or perception of odds, risk vs reward, convenience and much more. The Index will allow for benchmarking and comparisons between the gaming dimensions to understand differences, similarities and opportunities. Some of the **key topics** the study will address include:

- exploring lottery, casino gambling, sports betting, online gambling and video/social gaming/eSports experiential, attitudinal and behavioral measures
- a deep dive into what factors contribute to the value players get out of participating across the 5 gaming dimensions and the importance of each of these factors
- a glance at the changing promotional and advertising landscape as it relates to generating interest and a response in sports betting and other gambling dimensions, e.g., touchpoint and messaging (such as promotions vs proceeds vs winner awareness)
- core consumer behaviours (e.g., payment methods, shopping channels, etc.)
- social media usage (e.g., platforms and how they are used)





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**COST: \$9,500 (US)**

Includes U.S. national report (Year 1), data tables and presentation.  
Regional options are available by contacting Leger directly.

### METHODOLOGY

Online annual tracking survey of over 3,000 Americans aged 16+ (including a representative sample of Hispanic Americans, approximately n=550), accessible in English and Spanish via desktop, mobile or tablet using Leger's LEO panel.

The Hispanic American sample will be boosted to achieve a total of n=1,000 completed surveys among Hispanic Americans (acculturated and unacculturated) for separate data tabulation and analysis.

The data will also be analyzed by generations: Gen Z (aged 16-24), millennials (aged 25-40), Gen X (aged 41-56) and baby boomers (aged 57-76).

Booster samples can be provided upon request. Please contact Leger for more details. The study will collect data around the same time each year.

### DELIVERABLES

- Player Value Index (overall and by each gaming dimension)
- Data tables filtered by generations
- Market Segmentation based on the Player Value Index
- National report focusing on the key differences between the five dimensions: lottery, casino gambling, online gambling, sports betting and video/social gaming/eSports
- 45 Minute Presentation
- Optional Add-On: Regional booster including additional sample and report comparing region to national. This is priced separately.

### CONTACT US

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